

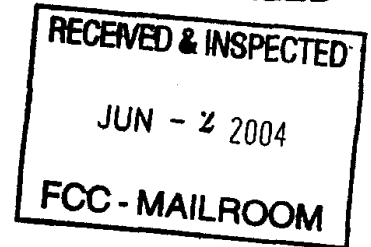


Marketing Communication Resource, Inc.

May 25, 2004

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Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Unsolicited Facsimile Advertising Rules, CG Docket No. 02-278

To Whom It May Concern:

Marketing Communication Resource, Inc. is an 18-employee company located in a suburb outside of Cleveland, Ohio. We provide various information, management and distribution services to a wide array of customers. Many of our customers provide us with their customer list to communicate different messages, sales offers, policy changes or general information.


We fax to about 4,000 different numbers per month, if we couldn't fax we would have to use the mail or telephone. Mail would be a less expensive alternative than calling, but would still be dramatically more expensive plus longer to deliver and receive the message. If we had to get a written consent on this number of faxes, the manpower to obtain that would be significant and costly. The other issue is the storage and retrieval of such information. Contacts and numbers change routinely, each time a process would have to be established to gather a written approval.

We are the recipient of some 3,000 to 5,000 faxes per month, our internal process to give our permission would be burdensome and costly. Faxing is our standard mode of business operation. We continually receive and send faxes to our suppliers for sign-offs and approvals. Likewise, we communicate with our customers in the same fashion.

We as any respectable business take precautions to make sure our mode of business operation is agreeable to the people we do business with and also allow them an option to not receive faxes if they prefer not to.

This will have a dramatic impact on all businesses and should not proceed.

Sincerely,


Frank R. Piunno
President

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